

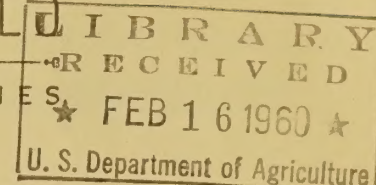
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[1960]

HEARD'S LANDSCAPE NURSERIES

TREES - SHRUBS - EVERGREENS - VINES

4727 BEAVER AVENUE
DES MOINES 11, IOWA



C. H. HEARD, MANAGER
W. R. HEARD
E. M. HEARD

SPECIALIZING IN
HYBRID LILACS
FLOWERING CRABAPPLES

FLOWERING CRABAPPLES

VARIETY	3-4'	4-5'	5-6'
Almey	3.50*	4.50*	6.50
Arnold	3.50*	4.50	6.00
Carmine	3.00*	4.00	6.00
Chinese Double White (Spectabilis albi-plena)	---	---	6.00
Columnar Cherry (Robusta Erecta)	3.50	4.50	5.50
Dorothea	3.50	4.50	6.00
Echtermeyer	4.00	5.00	---
Eley	---	4.00	5.50
Evelyn	3.50	4.50	6.50
Floribunda (Japanese Flowering Crab)	3.50	4.50*	5.50
Hopa	---	4.50	5.50
Hupehensis (Tea)	---	4.50*	---
Ioensis plena (Bechtel)	3.50*	4.50	5.50
Irene	4.00	5.00	6.00
Jay Darling	3.50	4.50	5.50
Katherine	3.50	4.50	---
Kingsmere	3.50*	---	5.50
Liset	4.50	5.50	6.50
Makamik	3.50	4.50	5.50
Midget (Micromalus)	---	4.50	---
Nieuwland	3.50*	4.50*	---
Nova	3.50*	4.50*	---
Patricia	3.50	4.50	5.50
Purple (Purpurea)	---	4.50	5.50
Purple Wave	---	4.50	5.50
Red Silver	---	4.50	5.50
Rosybloom No. 457	3.50	4.50*	5.50
Sargent	3.50	4.50	---
Sargent, Pink Bud	3.50	4.50*	---
Strathmore	---	4.50*	5.50
Sundog	3.50	4.50	5.50
Tanner	3.50	4.50	---
Toringoides	3.50	4.50	5.50
Van Eseltine	3.50	4.50	5.50
Zumi Calocarpa	3.50	4.50	5.50

* Limited supply.

Iowa orders add 2% sales tax.

SHIPPING: Prices are F.O.B. Des Moines. Plants are usually too large to be shipped parcel post. Please indicate nearest express office. Stock is well packed and wrapped at our expense.

REPLACEMENTS: We will replace, at one-half price, any plant failing to survive one growing season.



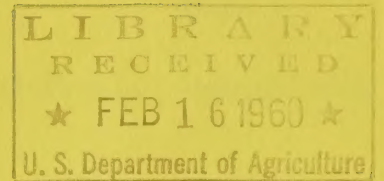
Plant America!

NATIONAL LANDSCAPE NURSERYMEN'S ASSOCIATION

IOWA NURSERYMEN'S ASSOCIATION

FLOWERING CRAB APPLES
AMERICA'S MOST BEAUTIFUL FLOWERING TREES

HEARD'S LANDSCAPE NURSERIES
4727 Beaver Avenue
Des Moines 10, Iowa



DESCRIPTIVE LIST:

We have spent many years in testing and selecting the better varieties of Flowering Crabapples and Hybrid Lilacs. All of our varieties are GUARANTEED TO BE TRUE TO NAME.

Aldenham - Showy single to semi-double purple flowers. Purplish foliage. Reddish purple fruit, of medium size. Profuse bloomer. A compact grower. 12-15'.

Almey - Large, deep pink to carmine flowers that hold their color well. Attractive, medium sized scarlet red fruit persisting into the winter. A rather loose open grower. A Canadian Rosybloom originated by M. R. Leslie, of Morden, Manitoba. 20-25'.

Arnold - Large rose-pink buds fading quickly to a good white, small yellow and reddish colored fruits hanging on until late winter. Compact grower. 15-20'.

Baccata Columnaris (Columnar Siberian) - Large, single white flowers. Small orange and red fruit which hangs on until late winter. The most slender of all the upright varieties of flowering crabs but, unfortunately it is very subject to fire blight. May reach a spread of five or six feet in a plant twenty feet tall. 20-25'.

Carmine (Atrosanguinea) - Flowers carmine, followed by small red fruit. Dark green foliage. Compact grower. Dependable bloomer. 12-15'.

Chinese Double White (Spectabilis albi-plena) - Large double white blossoms. Yellowish fruit of medium size. 15-20'.

Columnar Cherry (Robusta Erecta) - Large, single rose-pink buds opening white. Yellowish-red fruit of medium size. Compact, rather upright habit of growth. Very good 15-20'.

Dorothea - Semi-double, bright crimson to rose colored flowers. Fruit, bright yellow, persistent. One of the promising newer varieties. 20-25'.

Echtermeyer (Oekonomierat Echtermeyer) - Purplish red flowers and fruit. Fruit medium size. Young foliage purplish. Unquestionably the best of the weeping crab-apples. Any variety with a name like this needs some good qualities to merit attention. 12-15'.

Eley - Large, single purplish-red flowers. Bright red fruit. Very similar to Jay Darling and may be identical. 20-25'.

Evelyn - Flowers bright pink, fragrant. Foliage dark, purplish green. Fruit medium size, reddish-yellow. Makes a well branched tree. A natural hybrid of native Iowa and Purple crab. Originated by A. F. den Boer. Promising. Estimated height 15-20'.

Floribunda (Japanese Flowering Crab) - Single, early, medium sized flowers opening pink and turning white. Attractive, small yellow fruit. Profuse bloomer. Good compact shape. 15-20'.

Hopa - Large, single, purplish-red flowers followed by small orange red fruit. Good for jelly making. Good form. Popular. 20-25'.

Hupehensis (Tea) - Single pink buds opening white. Greenish-red fruit. Mature tree inclined to be vase shaped and rather open. 15-20'.

Ioensis Plena (Bechtel) - Large, very double rose pink flowers. Very late bloomer. Very rarely bears fruit. Susceptible to cedar rust. 15-20'.

Irene - Brilliant purplish-red flowers, purplish-green leaves and purplish-red fruit. Small, compact tree of excellent form. Another den Boer seedling of merit. Estimated height 10-12'.

Jay Darling - Purplish-red flowers fading to pink. Attractive shiny red fruit usually hanging from the under side of the limbs. Excellent for jelly making. Vigorous, well formed tree. A dependable bloomer. One of our favorites. 20-25'.

Katherine - Large, double pinkish-white flowers followed by small yellowish-red fruit. Dark green foliage. One of the more popular new varieties. 15-20'.

Kingsmere - Pale rose-pink flowers, purplish foliage and purplish-red fruit. Makes the finest flavored jelly of any flowering crab we have tried. Rather spreading habit of growth. Makes a good specimen tree. A Canadian Rosybloom introduced by Miss Isabelle Preston. 15-20'.

Liset - Purplish blossoms of good color appearing about a week later than most purple flowering crabapples. Very small, unusually attractive red fruit. Purplish foliage. A seedling of Lemoine crab from the Hague, Holland. One of our very promising new varieties. Estimated height 15-20'.

Makamik - Good sized purplish-red flowers followed by purplish red fruit hanging on until late winter. One of the best of the Canadian Rosyblossoms. 15-20'.

Micromalus (Midget) - Bright pink buds, opening white. Small, reddish fruit. Inclined to be an upright grower. The name micromalus is particularly appropriate since it means "little apple". 15-20'.

Nova (Ioensis plena nova) - Large, very double pink flowers, similar to Bechtel but of deeper color and more attractive. Does not produce fruit. Like other varieties of native American crabapples it is subject to cedar rust. 15-20'.

Patricia - Large purplish-red flowers. Edible, reddish fruit inclined to be larger than average. Excellent foliage. Good form. A seedling of Hopa introduced by A. F. den Boer. Very promising. 20-25'.

Purple (Purpurea) - Large, single purplish-red flowers. Red fruit in late summer and fall. Fruit of medium size. Good foliage. Small to medium tree of compact form. Dependable bloomer. 15-20'.

Purple Wave - Fragrant rosy-red flowers followed by attractive red fruit in late summer and fall. Foliage purplish-copper throughout the summer. Dwarf, compact, bushy tree. Excellent as a specimen. One of the best of the purple foliage crabs. Another of A. F. den Boer's introductions. 8-10'.

Red Silver - Single reddish purple flowers followed by purple fruit. Foliage silvery bronze-purple, hence the name Red Silver. Good form. 15-20'.

Rosybloom No. 457 - Reddish-purple flowers followed by attractive reddish fruit. Inclined to be upright in habit of growth. Another Canadian Rosybloom of merit. 15-20'.

Sargent - Single, pale pink buds opening white. Very small, persistent red fruit about the size of a pea. Fruit frequently hangs on all winter if not eaten by birds. Very small compact grower with spread greater than height. Rarely exceeds 6-7' in height and 7-8' in width. Very bushy.

Pink Bud Sargent - Very similar to Sargent but with deeper pink buds. This variety is inclined to grow a little larger than Sargent.

Strathmore - Flowers reddish-purple. Fruit reddish purple and of small to medium size. Foliage reddish, coloring deeper in the fall. Narrow, upright habit of growth but spreading later as the plant begins to reach maturity. One of M. R. Leslie's introductions from Morden, Manitoba. 15-20'.

Sundog - Carmine buds fading to pink. Fruit dark red and of medium size. Columnar habit of growth but will spread with age. Sturdy and a good grower. Seems to be resistant to fire blight. Introduced by W. R. Leslie, of Morden, Manitoba. Named for prairie "winter rainbows" often called sundogs. Promising. 15-20'.

Tanner - Showy white blossoms in profusion followed by small red fruit which hangs on until late winter. Loved by birds. A compact grower, inclined to be dwarf. Probably of baccata parentage. 12-15'.

Toringoides (Cutleaf) - Blossoms small, white in color. Fruit small, pale orange with pink cheek. Foliage inclined to be cutleafed. 12-18'.

Van Eseltine - Exquisite reddish buds followed by semi-double pink flowers. Fruit, small, yellowish-red, hanging on until late winter. Loved by birds. Foliage greenish. Inclined to grow upright but may become vase shaped with age. A cross of Arnold and Spectabilis originated by G. R. Van Eseltine, of the New York Agricultural Experiment Station. One of the most popular new varieties. Estimated height 12-15'.

Zumi Calocarpa (Redbud Crab) - White flowers followed by small, bright-red fruit produced in great quantities. Fruit hangs on late. One of the most attractive in fruit. Birds like it. Flowers are borne in clusters. After the fruit has dropped the stems are still attractive. 15-20'.

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VARIETIES BEST FOR ORNAMENTAL BLOOM - Aldenham, Almey, Arnold, Baccata, Carmine, Dorothea, Evelyn, Eley, Floribunda, Hopa, Hupehensis, Irene, Jay Darling, Katherine, Liset. Makamik, Micromalus, Nova, Oekonomierat Echtermeyer, Patricia, Purple Wave, Van Eseltine, Zumi Calocarpa.

ORNAMENTAL FRUIT -

Almey, Arnold, Baccata, Dorothea, Floribunda, Hopa, Jay Darling, Makamik, Aldenham, Eley, Zumi Calocarpa.

ORDER OF BLOOMING

Very early - Manchurian

Early Baccata varieties - Kingsmere, Makamik, Micromalus, Patricia, Purpurea.

Mid-Season - Aldenham, Arnold, Carmine, Evelyn, Floribunds, Hopa, Hupehensis, Jay Darling, Katherine, Robusta, Spectabilis, Van Eseltine, Zumi Calocarpa.

Late - Dorothea, Tanner

Very Late - Coronaria, Ioensis, Nova, Bechtel.

PLANTING INSTRUCTIONS

Plant in either Spring or Fall, crabapples are no harder to grow than apple trees. They need a rather sunny location and a well drained soil for best results. Dig a hole of ample size to spread out the roots well. Fill the hole two thirds full of black dirt, water thoroughly, then fill the hole completely with the remaining soil. The plant should be set a couple of inches deeper than it stood in the nursery to allow for settling.

Planting Distances - Larger varieties 15-20' apart

Medium growers 12-15'

Dwarf varieties not closer than 8-10'.

WINTER CARE

If rabbits are unusually abundant, wrap the trunks of the trees a foot or more higher than the expected snow. Use burlap, screen or chicken wire, tar paper. Rabbit repellents are also available in nursery and seed stores.

WHEN TO EXPECT BLOOM

Flowering crabapples bloom when quite young. They often bloom in the nursery rows. Customers frequently report bloom the first year. The shock to the tree as a result of transplanting usually results in failure to bloom well the first season.

"CRABAPPLES FOR AMERICA"

This is the best publication available on flowering crabapples. This bulletin can be purchased at nominal cost from "The Association of Botanical Gardens", 1632 Chestnut Street, Philadelphia, Pa.

